Together, we can make a difference in the fight against brain tumors

Today, nearly 700,000 people in the United States are living with a primary brain tumor, and more than 77,600 will be diagnosed this year.

Striking men, women, and children of any race, and at any age, brain tumors are often deadly, impact quality of life, and change everything for patients and their loved ones. They cannot be prevented, and no cure exists today.

Brain tumors are the leading cause of cancer-related deaths amongst children 0-19, surpassing leukemia.

A cure can’t wait!

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Thank you for your interest in hosting a Community Event or Initiative to benefit the National Brain Tumor Society (NBTS), a 501(c)(3) tax exempt organization. Whether you are celebrating a survivor, paying tribute to a family member or friend who battled a brain tumor, or you just want to get everyone together for a fun time, all Community Fundraising efforts have a sincere impact on supporting the National Brain Tumor Society’s research and advocacy efforts.

MISSION STATEMENT
The National Brain Tumor Society is fiercely committed to finding better treatments, and ultimately a cure, for people living with a brain tumor today and anyone who will be diagnosed tomorrow. This means effecting change in the system at all levels.

ABOUT COMMUNITY FUNDRAISING EVENTS & INITIATIVES

WHAT ARE COMMUNITY EVENTS AND COMMUNITY INITIATIVES?
Both Community Events and Community Initiatives are carried out by people in the community to raise funds for NBTS independent of our staff driven signature events. A Community Event is when an NBTS Community Organizer decides to take on the logistics and planning of a tangible event to benefit NBTS, such as planning a 5k, bike ride, softball tournament, or party. A Community Initiative is when an NBTS Community Organizer initiates any other fundraising opportunity in their community to benefit NBTS, such as asking a local restaurant to donate a % of each check to NBTS, asking for donations for NBTS in lieu of birthday or holiday gifts, or signing up for an existing race and asking for donations to support NBTS.

WHAT IS A COMMUNITY ORGANIZER?
That’s you! You are reading this because you have a strong passion for brain tumor research and want to use that passion (and your creativity!) to coordinate fundraising events in support of the National Brain Tumor Society.

ABOUT NBTS COMMUNITY FUNDRAISING
Our Community Fundraising program provides an opportunity for the brain tumor community to support the organization through their own fundraising events and initiatives. These events and initiatives aren’t just about raising money; they are also about spreading awareness in your local community and providing the opportunity for those around you to participate in the mission of NBTS. We have Community Organizers plan and host all different types of events and initiatives, so let’s get started figuring out which is the best fit for you!
Picking Your Event Type & Community Initiative Ideas

What Interests You?

- When deciding what type of event or initiative to select, think of something that interests you and your immediate network. Having the support of friends and family is always a great idea when fundraising.

Consider Your Schedule

- Be realistic with how much time you can dedicate to your event or initiative. If one type of event is too time consuming for your schedule, there is always something else that will be a better fit!

Check out our Community Fundraising website to see what Events & Initiatives others are hosting! braintumor.org/communityfundraising

COMMUNITY INITIATIVE IDEAS

PARTICIPATE IN A RACE OR ENDURANCE EVENT
Interested in endurance events, or looking to get out of your comfort zone? Pick a 5k, half marathon, triathlon, biking event, Tough Mudder or any other race event, and set up a fundraising page. Ask friends and family to donate to support your endeavor.

DONATIONS IN LIEU OF GIFTS
Whether it’s a wedding, birthday, or Bar Mitzvah/Bat Mitzvah, set up a donations page and ask friends and family to make a donation in lieu of giving a gift. Get people excited by talking about why NBTS is important to you.

CREATE A CHALLENGE
Looking to take NBTS viral? Create a donations page and challenge your network to participate in that via a Facebook picture or video. If an individual doesn’t participate, ask them to donate. Look up the Rock Out Brain Tumors Air Guitar Challenge as a reference.
ASK FOR AN EXISTING EVENT TO BENEFIT NBTS

Does your child’s school host a talent show? Does your gym host a charity spin or boot camp class? Contact the event’s organizer and see if he/she would donate all or part of the event’s proceeds back to NBTS. Create a donations page and have the organizer include the friendly URL in the program booklet or on the event’s Facebook page. Going this extra step is an easy way for people to make additional donations.

BILL ROUND-UP

If you own a store, restaurant, or franchise, set up a month where cashiers or wait staff ask patrons if they would like to round up their bill to the nearest dollar to benefit NBTS.

GET CREATIVE

If you have a skill, you can raise funds for NBTS with it! We’ve had knitters sell handmade scarves, lacrosse stars host a Lax for Love clinic and donate the proceeds, a designer sell T-shirts, a realtor donate a percent of the commission on each house sold, gym owners donate $1 per person per boot camp class, and more. Think about what you’re good at and how you could use your skill to fundraise.

DINE AND DONATE

Ask the manager at your local restaurant to donate a percent of each check to support your fundraising efforts. Create a flyer to include in all customers’ checks leading up to the event. Let everyone in your network know about the event so they can participate by eating at the restaurant.

WORKPLACE FUNDING

There are many great ways to fundraise in the workplace. Contact your HR department and coordinate to host a jeans day where employees pay $5 to dress down, or get permission for employees to make a $20 donation for a chance to win an additional vacation day. For another great idea, get permission to offer employees the opportunity to purchase excess company inventory items, such as company branded mugs, T-shirts, lap top bags, etc., with sales benefitting NBTS. Take the extra step and request for your workplace holiday party to benefit NBTS by getting gifts cards and fun prizes donated for an employee raffle or silent auction in lieu of a gift swap.

Does Your Company Match Funds?

- Many companies will match charitable donations made by their employees. Contact HR to see if your company has a similar program, and ask about their specific match process. Consider hosting a workplace fundraiser and getting all employee donations matched – this is a great way to double your fundraising!
COMMUNITY EVENT IDEAS

HOST A 5K
Interested in running? Host a 5k! You can start small by hosting the event out of your home and invite friends and family to participate, or you can involve your local community by hosting the event at a park and publicizing the race throughout the bordering towns. Not ready to have a timing company your first year? Make the event a fun run! Make sure you always contact your local town to get the appropriate permissions.

HOST A WALK
We have Community Organizers host walks of all sizes and types. Consider doing a nature walk on your local rail trail or hiking path, or host a walk at your local school’s track. There are so many ways to make your walk creative! Don’t forget to provide walkers with water and snacks, and consider dedicating each mile of the walk to a different event sponsor or survivor.

BREWERY OR BAR NIGHT
Contact your local brewery to host a brew night. Charge $30 tickets with $25 going back to NBTS and $5 to the brewery for costs. Consider having a band or DJ donate their time for the event, and consider adding a raffle or silent auction to raise additional funds. Also, see if the brewery or local vendor will donate small beer glasses to give to each participant as a thank you. If beer isn’t your thing, you can replicate this event at a winery! Remember to always drink responsibly!

HOST A TOURNAMENT
Do you like softball, corn hole, wiffle ball, dodgeball, kickball, or volleyball? Whatever interests you, you can take your passion and host a tournament at your house, local park, or YMCA. Make sure you get the appropriate permissions for the event. Set-up an NBTS event page and have people create teams to participate.

STAIR CLIMB
Create a climb for cancer event where participants can register to climb. Increase the registration price depending on how many stories the participant wants to climb. Make sure you have medical personnel on hand for safety.

Add on Ideas
• Pasta dinner the night before
• Silent auction or raffle
• Touch-a-Truck
• Corn hole tournament
• Battle of the Bands
• Designated sponsor or survivor miles/area
BAKE SALE
Host a bake sale at your work, church, or local recreational center. Ask employees or patrons to bake something and attend the event. Make sure you price items or set a minimum donation amount in exchange for a baked good. Add on: If you don’t want to host a tangible event, consider making your bake sale a baking Community Initiative! Set up a donations page and take orders on holiday pies and desserts in exchange for a $30 or more donation to NBTS. People hosting for the holidays need holiday treats, so this is a great fundraiser if you’re good at catering to people’s sweet tooth!

KARAOKE BATTLE
Host a karaoke night at a local bar or club. Participants can pay $1 to sing or $5 to challenge someone else to sing. If challenged, participants can pay $10 to get out of singing and have the opportunity to challenge someone else. This is a fun night out for groups of friends.

BRAIN FREEZE PLUNGE
If you’re looking for a fun winter fundraising event, consider a plunge event. Participants can register to plunge or register as a chicken to watch the plungers. Add a costume contest to the event to make things interesting. Make sure you have a heated location for participants to get warm after they plunge! Safety first.

HOST A BIKE RIDE
If you’re an advanced organizer and are looking to host a larger Community Event, consider hosting a bike ride. Make sure you contact your local town to get the correct permissions and have your insurance in place. Contact local riding groups to get teams involved.

COOKOUT FOR A CURE
Invite your friends and family over or plan a whole neighborhood block party. Charge a small fee to attend and consider hosting a raffle or silent auction. Does your neighborhood have a competitive side? Consider adding in a friendly tractor race where tractors can enter for $30. Want to add on more? Think about adding in a dunk tank or maybe a corn hole tournament!
HOST A COOK OFF
Challenge your team, neighborhood, co-workers, or friends to a chili or baking cook-off. Each contestant pays to participate and attendees register to sample the food and vote for a winner. Make sure you have a fun prize! Consider making a recipe book out of all the contestants’ recipes and sell it for an additional donation to your event.

CARDS NIGHT
Host a card night at your home or work with your faith community, school, civic organization, or another group. The attendees pay an “entrance fee” to play cards (or any game) for the evening with the proceeds going to the National Brain Tumor Society.

GOLF TOURNAMENT
If you enjoy golf and have connections in the golfing community, a golf tournament could be the right event for you. Reach out to country clubs to request to use their space. Get businesses to sign on as large event sponsors. Advertise the event to your community and have the country club publicize it to their members.

Large Group Fundraising

- Go Grey in May: Set up a a fundraising page, and encourage people in your large group to make a $5 donation to dye a piece of their head or hair grey for the month of May to support Brain Tumor Awareness Month. Don’t forget to take pictures!

- Virtual Run or Walk: Not all big groups or association members can be in the same place at the same time. Set up a virtual run or walk registration page, and have members from your large group sign up to run or walk a 5k where and when it’s convenient to them the day of the virtual event.

- Donate $1: Put out the ask for everyone in your large group to go donate $1 to your NBTS fundraising page. $1 is less than a cup of coffee, but think about how it could add up if everyone in your large group contributed! Who knows, people may donate more.

Law Enforcement Fundraising

- No Shave November: Get permission for your department to have neatly cared for facial hair for the month of November for a $30 per person donation.

- Touch-a-Truck: Arrange a touch-a-truck event with your station’s cruisers. Patrons can participate for a $20 donation. Get raffle items donated to make your event more fun!

- Give Brain Tumors “The Boot”: Station officers at a popular yet safe intersection with a boot, and have the officers collect donations for NBTS from patrons waiting at the stop light.

- Tip-a-Cop: Have officers wait on patrons at a local restaurant or gas station in exchange for a tip to benefit NBTS. Consider stationing officers at the door of a local store and simply asking for contributions for the cause.
1. **Start Early**  
The hardest part is starting! If you plan ahead, there will be enough time to catch outstanding details, do an extra follow up with donors or participants, or possibly add on more to your event or initiative. You can only gain by planning ahead.

2. **Make the Ask**  
The #1 reason why people don’t donate or participate is because they were never directly asked. It’s scary to ask for support, but asking is giving people the opportunity to be involved in your experience. You’d be surprised how much people appreciate being included!

3. **Set Challenging Yet Achievable Goals**  
Always make your fundraising or event goal higher than what you anticipate. People tend to stop donating once you get close to your goal because they assume someone else will donate. By setting your goal higher, you can ensure people will continue to contribute.

4. **Share Your Story**  
Whether you are celebrating a survivor, paying tribute to a family member or friend who battled a brain tumor, or you want to get everyone together for a fun time for a good cause, people are more willing to donate or participate when they know why you are fundraising for NBTS.

5. **Customize Your Website**  
Now that you’ve identified why you’re fundraising, continue to share your story by customizing your donation page or event website. It’s important for participants to know the details of your event or initiative. By customizing your webpage, participants will see you’re committed to your endeavor.

6. **Try an In-Person Ask**  
An in-person “ask” is the most effective way to get someone to donate, sponsor, or participate in your event. You’d be surprised how much people appreciate being included in your efforts.

7. **Create a Contact List**  
Think about everyone in your network and create a list with names and email addresses. Track who you’ve contacted, who has donated, who has expressed interest in donating but has yet to do so, and who you’ve sent a thank you note to. With many moving parts, it’s important to stay organized.  
**Tip:** Use the NBTS Donation Tracking Spreadsheet

8. **Utilize Social Media**  
Use social media to post your website’s friendly URL, to give updates about your event/initiative (such as a new sponsor that came on board), and to thank donors, sponsors and participants. Consider setting up a Facebook event with details about your event/initiative as an additional way for people to access event information.

9. **Follow Up**  
People often get busy or forget to donate. Following up is a friendly way to let them know there is still time to donate or participate.  
**Idea:** Send a picture and an update on your progress when you make the reminder ask.  
**Recommendation:** Follow up with possible donors/participants 2-3 weeks after initial outreach.

10. **Always Express Thanks**  
Always thank your donors, supporters, committee and sponsors on social media (unless they wish to remain anonymous) and with a handwritten note. You can never thank supporters too much or too often!

11. **Stay in Touch**  
Staying in touch with your attendees or donors year-round is a great way to keep people engaged in your efforts. Send periodic updates on NBTS research and advocacy efforts, or send an update on your upcoming year’s event.
# Recommended Community Event & Initiative Checklist

## Community Event CHECKLIST

### 4 - 8 Months Prior to Event
- Decide on an event
- Choose a venue
- Select event date
- Contact NBTS to review the event and to create your event website
- Create a list of all event elements you want/need, and carry out logistics (bathrooms, timing company, silent auction, etc.)
- Start planning a realistic budget
- Reach out to individuals or businesses from whom you may be able to obtain support (ongoing)
- If necessary, create a committee
- Design flyers/invitations and send out (ongoing)
- Start posting event website on Social Media
- Request for your event to be posted on your local NBTS Facebook page (due to availability, not all Community Events will be posted)
- Start posting event website on personal social media and request for friends/family to share with their networks (ongoing)
- Thank people on social media as they sign up or donate (ongoing)

### 2 Months Prior to Event
- Continue to send out invitations via e-mail or mail
- Engage local media with a press release
- If needed, recruit volunteers and assign roles
- Continue to reach out to sponsors to ask for monetary or in-kind support (ongoing)
- Request a Calendar Request Form from NBTS
- Request disposable banner and fact sheets from NBTS
- Post your event on local online community calendars
- Create an event day timeline and send to all vendors

### 1 Month Prior to Event
- Collect any outstanding donations
- Send out event reminder via e-mail to friends/family/event volunteers
- Organize event day registration process and how you will collect donations day of (see Submitting Donations & Event Proceeds section)
- Send event pictures and a brief blurb on your event to the Community Events Director at lgainor@braintumor.org

### Post Event
- Collect any outstanding donations
- Send thank you notes to donors, participants, and sponsors
- Send event pictures and a brief blurb on your event to the Community Events Director at lgainor@braintumor.org

## Community Initiative CHECKLIST

### 2 - 4 Months Prior to Initiative
- Decide what type of initiative to host
- Contact NBTS to review and create the donation webpage
- Contact the necessary individuals to obtain permission and confirm initiative start date
- Create contact list of family/friends you’ll contact to donate or support your endeavor
- Write a personalized e-mail or letter to family and friends detailing what you’re doing and why you’re looking to raise funds for NBTS
- If desired, contact your local media to try and receive coverage of your initiative

### Initiative Launch
- Reach out to your network of family and friends to let them know what you’re doing. Always include your donation page’s friendly URL
- Request a disposable Community Event banner from NBTS
- Monitor your online fundraising page and thank donors as they contribute
- Take pictures and document your initiative

### Post-Initiative
- Collect any outstanding donations
- Send out remaining thank you notes
- Post on social media to let donors know the last day to make a donation/contribution to your efforts
- Send pictures and a brief blurb on your initiative to the Community Events Director at lgainor@braintumor.org
ONLINE DONATIONS

We encourage all Community Organizers to direct donors to their online fundraising website, as this is the fastest and easiest way for donations to be processed. Please note, Community Organizers are not authorized to enter in offline check or cash donations.

CASH or CHECK DONATIONS

Option 1: Community Organizers collect checks
Community Organizers can collect donors’ checks made payable to National Brain Tumor Society and send them directly to the NBTS office, Attn: Community Events; such donations will be processed and acknowledged by NBTS under the organization’s tax identification number. Please include a note with the checks designating which Community Event or Initiative the donations are for.

Option 2: Donors mail check directly
Event donors can mail checks directly to the National Brain Tumor Society, Attn: Community Events. Donors must record the event name on the check memo line and should ideally include a completed donation form with the donation.

Option 3: Community Organizers receive cash or checks made out to them personally
If a Community Organizer receives cash or a check made out to them personally, the Community Organizer is allowed to deposit the checks or cash. The Community Organizer must then send a check made out to the National Brain Tumor Society for the deposited amount or make an online donation to his/her event page for the deposited amount. If the Community Organizer submits donations this way, only the Community Organizer will receive acknowledgement from the NBTS. The Community Organizer is responsible for following IRS guidelines for tax deductible donations.

Mail Checks To:
Attn: Community Events
National Brain Tumor Society
55 Chapel Street, Suite 200
Newton, MA 02458
What kind of support can I expect from the National Brain Tumor Society?

• **Staff Support:** Our Director of Community Events, Lauren Gainor, is just an email or call away. Review your event with Lauren, obtain key resources, and get additional ideas to make sure your event is a success! Contact Lauren at lgainor@braintumor.org or (617) 237-1758

• **Website:** Whether you’re hosting a ticketed fundraising event or want to set up a donation page, the National Brain Tumor Society has an event website to fit your needs! We will work with you to create your website template and give you the resources to manage your site. Request a Website Request Form to get started.

• **Materials:** Request materials for your event such as a disposable banner, information on brain tumors, and more. The National Brain Tumor Society also has access to a variety of forms, tracking spreadsheets and resources for those hosting a Community Fundraiser. Visit our Community Fundraising website for more details: www.braintumor.org/communityfundraising

• **Social Media:** Tag the National Brain Tumor Society in a Facebook post with @NationalBrainTumorSociety and tweet with @NBTStweets for a possible national retweet! If you want to be featured on your local National Brain Tumor Society’s social media, ask the Community Events Director for more information.

• **Press Kit:** We want to make it easy for you share your event with your local community and media, so we’ll provide you with a templated press kit including a press release, media advisory, radio spots, Q&A about NBTS, and a how to guide on marketing your event.

• **Community Events Calendar:** We’re proud of our Community Events and want to make sure your community knows which events are coming up. Talk to the Community Events Director about being included in the National Brain Tumor Society Community Fundraising Calendar.
Will National Brain Tumor Society help me run my fundraiser?
While National Brain Tumor Society is excited to provide guidance, resources, and advice, the staff will not be able to assist in the planning or execution of your event due to time and staff constraints. We always recommend putting together a planning committee and enlisting the help of your friends and family!

Who will pay my expenses?
The Community Organizer is responsible for covering all expenses related to the event or initiative and will not be reimbursed by the organization. We recommend soliciting sponsors to help cover your costs. When planning your event, we ask you keep your expenses to less than a third of the revenue you plan to bring in through your Community Fundraiser. If you’re concerned about incurring the event/initiative expenses, talk to the Community Events Director about some additional options.

What am I responsible for when I plan my fundraiser?
Take a look at the Community Events Agreement Form for an all-inclusive list of items the Community Organizer is responsible for. Including:

• Expenses related to the fundraiser
• Pre-event planning and event day execution
• Advertising event to your local community, if desired
• Tracking invites and attendees
• Pulling event permits and insurance, if applicable

Will an NBTS staff member attend my Community Fundraiser?
While NBTS would like to have a presence at every Community Fundraiser, we are unfortunately unable to do so due to staff availability and location.

Can I have a raffle or auction at my fundraiser?
Yes! While raffles and silent or live auctions are a great way to raise money, please remember that you must follow your fundraiser’s state laws regarding raffles, gaming and auctions for charitable purposes.

Can I use the National Brain Tumor Society name and logo in connection with my fundraiser?
Yes. While you may use the National Brain Tumor Society’s name and logo, we ask you don’t stretch or distort the organization’s logo. Additionally, we ask you to keep in mind how you talk about the event’s connection to the organization. The National Brain Tumor Society should be listed as the beneficiary to your fundraiser with the language “to benefit” or “to support” the National Brain Tumor Society. Finally, we ask that any questionable materials related to your event are reviewed by the National Brain Tumor Society Community Events Director Igainor@braintumor.org for approval.
Can I use the National Brain Tumor Society’s tax-exempt number to buy supplies related to my event?

While we are excited to support your event, we cannot endorse Community Organizers purchasing items with the NBTS tax-exempt number, as Community Fundraisers are not designated as officially sanctioned organizational events. Please note, we are happy to give you a letter of endorsement to help you solicit support from local businesses.

Can I earmark my event funds toward a specific initiative?

Yes! If you’re interested in having your Community Event or Initiative support a specific National Brain Tumor Society research initiative, please let the Community Events Director know and also include a note indicating this when you mail in any donations.

How can I tag National Brain Tumor Society in my social media posts?

FACEBOOK
Like the National Brain Tumor Society Facebook page (Facebook.com/braintumors) and your local NBTS Facebook page

Local NBTS Facebook Pages:
- Delaware Brain Tumor Community
- Greater New York Brain Tumor Community
- New England Brain Tumor Community
- Arizona Brain Tumor Community
- Colorado Brain Tumor Community
- Northern California Brain Tumor Community
- Southern California Brain Tumor Community
- Pennsylvania Brain Tumor Community
- Southeast Brain Tumor Community
- Texas Brain Tumor Community

TWITTER
- Follow and tag @NBTStweets
- Use #FundraiseforNBTS
- Get creative and create a hashtag for your specific event

INSTAGRAM
- Follow natlbraintumorsociety

THANK YOU!
Thank you for considering NBTS for your Community Fundraiser. We are excited to work with you! Send a message to Lauren Gainor at lgainor@braintumor.org to get started today.